

ORDER



Orders
Order / Rev: 186977
Alt Order #:
Product Desc: American Crossroads
Estimate: 1209
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/12/12 / 10/12/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Crossroads Media Group
Buying Contact: Emily Milhoan
Billing Contact:
 66 Canal Center Plaza, Suite 555
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/American Crossroads
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P2
Revenue Codes: POL, POL-ISSUE, Unassigned

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/22/12 | 59 | \$81,050.00 | \$68,892.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 59 | \$81,050.00 | \$68,892.50 | 0.00 |
| Totals | 59 | \$81,050.00 | \$68,892.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| David Lombardo | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 1 | KMGH | 10/19/12 | 10/19/12 | Mile High Living Mile High Living | CA | 9a-930a | ----F-- | :30 | 1 | \$500.00 | P2 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | ----F-- | | 1 | | | | \$500.00 | | 0.00 | | | |
| N 2 | KMGH | 10/16/12 | 10/18/12 | 9a-930a Right This Minute 9a-930a Right This Minute | CA | 9a-930a | -1-1--- | :30 | 2 | \$500.00 | P2 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | -1-1--- | | 2 | | | | \$500.00 | | 0.00 | | | |
| N 3 | KMGH | 10/17/12 | 10/22/12 | 930a-10 Right This Minute 930a-10 Right This Minute | CA | 930a-10a | 1-1---- | :30 | 2 | \$500.00 | P2 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | 1-1---- | | 2 | | | | \$500.00 | | 0.00 | | | |
| N 4 | KMGH | 10/20/12 | 10/20/12 | ABC GMA SAT GMA SAT | CA | Sat GMA 6A-7A | -----S- | :30 | 1 | \$300.00 | P2 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | -----S- | | 1 | | | | \$300.00 | | 0.00 | | | |
| N 5 | KMGH | 10/16/12 | 10/22/12 | 11A-12P News/KMGH 11A-12P News | CA | 11A-12P | 11111-- | :30 | 5 | \$800.00 | P1 | 0.00 | NM | 5 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | 11111-- | | 5 | | | | \$800.00 | | 0.00 | | | |
| N 6 | KMGH | 10/21/12 | 10/21/12 | ABC GMA SUN GMA SUN | CA | Sun GMA 6A-7A | -----S | :30 | 1 | \$300.00 | P1 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | -----S | | 1 | | | | \$300.00 | | 0.00 | | | |

Order / Rev: 186977
 Alt Order #:
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Issue/American Crossroads
 Product Desc: American Crossroads
 Estimate: 1209
KMGH

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|---|-------|---------------------|-----|-------------|-------------|-----|---------------|------|-------|-------------|
| N 7 | KMGH | 10/20/12 | 10/20/12 | 7-9a Sat Morning News CA 7-9a Sat Morning News | CA | 7A-9A -----S- | :30 | 1 | \$650.00 | P2 | 0.00 | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | -----S- | | 1 | | \$650.00 | | | 0.00 | | | |
| N 8 | KMGH | 10/16/12 | 10/22/12 | GMA M-F 7-9A / KMGH CA GMA M-F 7-9A | CA | 7A-9A 11111-- | :30 | 5 | \$850.00 | P3 | 0.00 | NM | 5 | \$4,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | 11111-- | | 5 | | \$850.00 | | | 0.00 | | | |
| N 9 | KMGH | 10/16/12 | 10/22/12 | The View THE VIEW | CA | 10A-11A 11111-- | :30 | 5 | \$1,000.00 | P1 | 0.00 | NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | 11111-- | | 5 | | \$1,000.00 | | | 0.00 | | | |
| N 10 | KMGH | 10/16/12 | 10/22/12 | 6-7A News M-F/KMGH CA 6-7A News | CA | 6A-7A 11111-- | :30 | 5 | \$750.00 | P3 | 0.00 | NM | 5 | \$3,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | 11111-- | | 5 | | \$750.00 | | | 0.00 | | | |
| N 11 | KMGH | 10/16/12 | 10/22/12 | The CHEW The CHEW | CA | 1157A-1P 11111-- | :30 | 5 | \$800.00 | P1 | 0.00 | NM | 5 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | 11111-- | | 5 | | \$800.00 | | | 0.00 | | | |
| N 12 | KMGH | 10/16/12 | 10/18/12 | 10P NEWS - M-F/SU CA 10P NEWS (M-F/SU) | CA | 10P-1037P -1-1--- | :30 | 2 | \$2,600.00 | P2 | 0.00 | NM | 2 | \$5,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | -1-1--- | | 2 | | \$2,600.00 | | | 0.00 | | | |
| N 13 | KMGH | 10/16/12 | 10/22/12 | 6p-630p JEOPARDY (M&F) 6P-630P JEOPARDY (M-F) | CA | 6P-630P 11-1--- | :30 | 3 | \$3,400.00 | P1 | 0.00 | NM | 3 | \$10,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | 11-1--- | | 3 | | \$3,400.00 | | | 0.00 | | | |
| N 14 | KMGH | 10/21/12 | 10/21/12 | 9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS | CA | 9A-10A -----S | :30 | 1 | \$700.00 | P2 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | -----S | | 1 | | \$700.00 | | | 0.00 | | | |
| N 15 | KMGH | 10/16/12 | 10/18/12 | M-F 2-230pm M-F 2-230pm | CA | 2-230pm -1-1--- | :30 | 2 | \$500.00 | P2 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | -1-1--- | | 2 | | \$500.00 | | | 0.00 | | | |
| N 16 | KMGH | 10/17/12 | 10/22/12 | M-F 230-3pm M-F 230-3pm | CA | 230-3p 1-1-1-- | :30 | 3 | \$500.00 | P2 | 0.00 | NM | 3 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | 1-1-1-- | | 3 | | \$500.00 | | | 0.00 | | | |
| N 17 | KMGH | 10/17/12 | 10/22/12 | 630-7P WHEEL (M-F) 630-7p WHEEL (M-F) | CA | 630-7P 1-1-1-- | :30 | 3 | \$3,400.00 | P2 | 0.00 | NM | 3 | \$10,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | 1-1-1-- | | 3 | | \$3,400.00 | | | 0.00 | | | |
| N 18 | KMGH | 10/16/12 | 10/22/12 | Katie M-F 3-4pm M-F 3-4pm | CA | 3-4pm 11111-- | :30 | 5 | \$800.00 | P2 | 0.00 | NM | 5 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | 11111-- | | 5 | | \$800.00 | | | 0.00 | | | |
| N 19 | KMGH | 10/16/12 | 10/22/12 | DR. OZ - 4PM Dr. Oz | CA | 4P-5P 11111-- | :30 | 5 | \$1,000.00 | P1 | 0.00 | NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | 11111-- | | 5 | | \$1,000.00 | | | 0.00 | | | |
| N 20 | KMGH | 10/16/12 | 10/16/12 | ABC Tue C ABC Tue C | CA | 9P-10P -T----- | :30 | 1 | \$8,000.00 | P2 | 0.00 | NM | 1 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | -T----- | | 1 | | \$8,000.00 | | | 0.00 | | | |
| N 21 | KMGH | 10/22/12 | 10/22/12 | ABC Mon C Mon C | CA | 9P-10P M----- | :30 | 1 | \$10,500.00 | P2 | 0.00 | NM | 1 | \$10,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | M----- | | 1 | | \$10,500.00 | | | 0.00 | | | |

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 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Issue/American Crossroads
 Product Desc: American Crossroads
 Estimate: 1209

KMGH

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------|-------------------|----------------|-------------|-----|---------------|-------------|-----|------|--------|-------|-------------|
| N21 | KMGH | 10/22/12 | 10/22/12 | ABC Mon C Mon C | CA | 9P-10P | M- - - - - | :30 | 1 | \$10,500.00 | P2 | 0.00 | NM | 1 | \$10,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/16/12 | 10/22/12 | M- - - - - | 1 | | \$10,500.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 59 | \$81,050.00 |